

I am a long time subscriber to satellite radio. I am writing to respectfully urge you to reject the National Association of Broadcasters petition 04-160. I find that the services provided via satellite radio to be far superior in quality and variety of content than local radio and urge you not to hinder its continued development and innovation. I listen to the radio a great deal, but particularly in the morning when local radio stations consistently insist on airing vapid and vacuous morning personality programs that offer very little to me. Satellite radio offers me a choice as a consumer. Rather than crippling the competition through political maneuvering the NAB should consider encouraging traditional broadcasters to:

- 1) More consistently and quickly embrace emerging competing technologies like digital FM radio that offers a real competitive alternative to satellite radio (and then vigorously promote it)

-and-

- 2) Consider a more varied lineup of content. It is often impossible to distinguish one radio station from the next, even across cities.

Sincerely,

Christopher McPherson